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# Rosenthal - Freshness lid

Environmental awareness is a style of life and is also reflected in beautiful and practical design - the new sustainable freshness lid from Rosenthal keeps dairy products in the fridge longer fresh and reduces food waste. The matte white reusable lid made of eco-friendly porcelain with an embossed Rosenthal logo is a stylish alternative to plastic lids and helps to avoid plastic waste.

Functional and dishwasher safe, the reusable lid fits all 500-gram yogurt cups, as well as containers of similar shape. The yogurt lid from Rosenthal is available in a carton package at a price of €12.90.

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**From Porcelain Pioneer to International Design Company**

Founded in 1879, Rosenthal reflects on its longstanding company history. The story of Rosenthal is the story of a father and son – founder Philipp Rosenthal Senior and the visionary entrepreneur Philip Rosenthal Junior. The former laid the foundation for modern porcelain production, while the latter built Rosenthal into a renowned international brand. His credo: a passion for everyday luxury and a heartfelt commitment to design. For well over a century, established designers, artists, and trendy newcomers have crafted elegant, high-quality tableware collections and exclusive pieces that enhance living spaces. Rosenthal's clientele includes not only households worldwide but also 800 international restaurants and hotels. Rosenthal is already on the path of green transformation and established the "Corporate Sustainability" unit in 2022. The company actively addresses sustainability in environmental and energy management and social responsibility. The Rosenthal portfolio features the Rosenthal, Hutschenreuther, and Thomas brands, along with collaborations such as Rosenthal meets Versace and Swarovski x Rosenthal.

Since July 2009, Rosenthal has been part of the Italian Arcturus Group.